

# The evaluation of the EU agri-food promotion policy: insights and lessons learned

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Survey questionnaire

EPRS/DIRB/SER/23/016/LOT 7



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## Introduction

### INTRODUCTION TO THE STUDY AND PURPOSE OF THIS SURVEY

The European Parliament's Directorate-General for Parliamentary Research Services (EPRS), Directorate - Impact Assessment and Foresight, has commissioned a study on 'The evaluation of the agri-food promotion policy: insights and lessons learned'. The study will support, with evidence, the work of the European Parliament's Committee on Agriculture and Rural Development (COMAGRI) on a topical own-initiative implementation report. The findings will be presented in front of the Committee.

Agra CEAS Consulting, part of S&P Global, and Areté were awarded the contract to carry out this research.

The EU-level policy for the promotion of agricultural products, governed by [Regulation \(EU\) No 1144/2014](#), provides financial support for information and promotion initiatives both within the European Union and in third countries. This regulation has been in effect since December 2015, replacing the previous framework established under [Regulation \(EC\) No 3/2008](#).

This policy serves as a key instrument in enhancing the visibility and competitiveness of EU agri-food products. Its primary objective is to assist farmers and food producers in expanding their market reach—both across the EU and globally—by increasing awareness of the quality, safety, and sustainability of European agricultural goods. In light of growing global competition in agricultural markets, the promotion policy is regarded as playing a vital role in enabling European agriculture to remain competitive.

The study covers the period from the Regulation's entry into force to the present, across all EU Member States.

This survey aims at collecting views and insights into functioning of the EU level policy for the promotion of agricultural products. It will be used to collect information on the effectiveness, efficiency, relevance, and EU added value of the policy.

**This survey is available in English.**

### PRIVACY STATEMENT

*The information that you will provide in the survey will be treated on a strictly confidential basis. All the information collected will be used in an aggregated form for the purposes of the study only.*

*We follow the EPRS privacy statement.*

*To proceed with the survey, we kindly ask for the following approvals from you:*

☐ *By checking this box, I confirm that I have read the above Privacy Statement and agree with the processing of my personal data for the purposes stated therein.*

☐ *By checking this box, I acknowledge that my views will be shared with the European Parliament and may be published with information concerning the country, name and type of the organisation/profession that I represent, to which I hereby give my consent.*

☐ *By checking this box, I undertake that, after the consultation, I will explicitly inform the European Parliament (Data Controller) as well as AGRA CEAS CONSULTING - Bureau Européen de Recherches S.A. (part of S&P Global) and its consortium partner ARETÉ SRL (nominated Data Processors for such purposes) if I do not accept the publication of some of the information shared. In this case, I will clearly identify the data concerned and will clarify whether it should not be published or whether it could be published but without the name of the organisation I represent.*

## INSTRUCTIONS AND HOW TO ANSWER THE SURVEY

*This file is meant for information purposes, only online answers will be considered for the study.*

- Navigate through the questionnaire using “back” and “next” buttons at the end of each page
- To change replies, it is sufficient to go back to the question and modify it
- In some questions, additional instructions can be provided *in italics* (e.g., select one option, select all the options that apply, type a number in the box, etc.)
- Please ensure to proceed until the very last page of the survey, until the message “We thank you for your time spent taking this survey. Your response has been recorded.” is displayed
- Please be aware that in the next-to-last page, a summary of the replies is provided and can be downloaded in PDF.

## Profiling

**A.1 - What type of organisation do you represent?** (please select the description which fits best):

*Please select the relevant option*

- Agri-food industry: EU-level sector association
- Agri-food industry: National-level sector association
- Agri-food industry: National-level or multinational (recognised) inter-branch organisation
- Agri-food industry: A producer or an organisation representing a group of producers (e.g. co-operative, producer organisation for fruit and vegetable)
- Agri-food industry: A consortium or any other entity representing a geographical indication (PDO, PGI, GI, TSG, Mountain product, Product of EU's outermost regions)
- Agri-food industry: food manufacturer
- Agri-food industry: other (please specify)
- National competent authority: directly responsible for parts of Regulation (EU) No 1144/2014
- National competent authority: other (please specify)
- Trade promotion agency or similar
- Other (please specify)

*Respondents who selected options from b to k in question A.1 will be asked question A.2*

**A.2 - Which Member State are you based in?** *Please select the relevant option*

- Dropdown list of all Member States

*Respondents who selected options a to g, j or k in question A.1 will be asked question A.3*

**A.3 - Which product sector do you represent?** *Please select all the relevant options*

- Dairy products
- Fresh and processed fruit and vegetables
- Meat
- Mixture of products
- Other
- Wine, cider and vinegar

**A.3.a – Are you a small or medium enterprise (SME), or does your organisation represent / is comprised of SMEs?**

- My company is an SME
- My organisation represents / is comprised of only SMEs
- My organisation represents / is comprised of mainly SMEs
- My organisation represents / is comprised of partly SMEs
- No, my organisation is not an SME / does not represent SMEs
- Not applicable

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*Respondents who selected options a to g, j or k in question A.1 will be asked question A.4*

**A.4 - Have you applied for or benefitted directly from promotion support under Regulation (EU) No 1144/2014? Please select the relevant / most relevant option**

- a. I have been the beneficiary of a simple or multi programme
- b. I applied for a simple or multi programme, but my application was not selected
- c. I have not applied for a simple or multi programme, but have been involved in / benefited directly from Commission-organised activities under Regulation (EU) No 1144/2014 (i.e. high-level missions, trade fair participation)
- d. I have not been directly involved in or benefitted from support under Regulation (EU) No 1144/2014

**A.4.a** (*for all answers other than c above*) – Are you aware of the Commission’s own initiatives in order to support the overall promotion of EU agricultural products?

- Yes / No

**A.4.b** (*for yes answers to previous question*) – Which of the Commission’s own initiatives are you aware of?

- a. Organisation of high-level missions
- b. Communication campaigns
- c. Participation in trade fairs and international exhibitions through EU Pavilions
- d. Information seminars
- e. Provision of technical support services to proposing organisations and companies

*Respondents who selected option a in question A.4 will be asked questions from A.5 to A.9*

*Note: if you have been a beneficiary more than once, please focus on your most recent experience.*

**A.5 - What type of programme did you participate in? Please select the relevant option**

- a. Simple Programme
- b. Multi Programme

**A.6 - Was your programme focused on the internal or external market? Please select the relevant option**

- a. Internal market (within the EU)
- b. External market (outside the EU)

**A.7 - What year did your programme start? Please select the relevant option**

- Dropdown list of all years between 2015-2025

**A.8 - What has your role been in these programmes? Please select the relevant option**

- a. Coordinator
- b. Partner organisation
- c. Other (please specify)

**A.9 - What is the official name of your programme? Is a weblink for the programme available? Please use the textbox below to provide additional information**

- Textbox

*Respondents who selected option b in question A.4 will be asked questions from A.10 to A.13*

*Note: if you have been an applicant more than once, please focus on your most recent experience.*

**A.10 - What type of programme did you apply for? Please select the relevant option**

- a. Simple Programme
- b. Multi Programme

**A.11 - Was your proposal focused on the internal or external market? Please select the relevant option**

- a. Internal market (within the EU)
- b. External market (outside the EU)

**A.12 - In which year did you apply? Please select the relevant option**

- Dropdown list of all years between 2015-2025

**A.13 – Do you know the reason(s) why your application was unsuccessful?**

**Please select any of the following that apply (multiple selections possible):**

- The proposing organisation(s) did not meet the eligibility criteria (e.g. the organisation was not eligible to apply under the programme rules, such as due to it not being representative of the product/sector promoted, or because the schemes to be promoted were not eligible)
- The proposed campaign did not align sufficiently with the topics outlined in the Annual Work Programme for that year.
- The application received lower scores than other proposals in the award criteria (e.g. relevance, quality, impact, or cost-effectiveness). *Please provide more details if possible.*
- There have been problems with the proposed campaign (e.g. key campaign planning elements were missing or insufficiently described)
- There have been problems with the evaluation.
- The organisation(s) was/were assessed as having insufficient operational or financial capacity to support the proposed campaign.
- The proposed campaign was considered duplicative or overlapping with other funded actions or opportunities, without offering clear additional added value.
- The European Union message was lacking.
- The proposed campaign was not of significant scale.
- Others (please specify).
- I do not know/I cannot say (unselects all others).

*Respondents who selected option c in question A.4 will be asked questions A.14 and A.15*

**A.14 - Which kind of other activity under EU promotion policy were you involved in or benefitted directly from? Please select all the relevant options**

- a. Fair participation
- b. High level mission
- c. Other (please specify)

**A.15 - How many of these activities have you been involved in or benefitted directly from?**

Year	Country of activity
<i>[Please compile]</i>	<i>[Please compile]</i>
<i>[Please compile]</i>	<i>[Please compile]</i>
<i>[Please compile]</i>	<i>[Please compile]</i>
<i>[Please compile]</i>	<i>[Please compile]</i>

**Effectiveness**

*Respondents who selected option a in question A.4 will be asked questions 1.1 and 1.7*

*Reminder: if you have been a beneficiary on more than one occasion, please think specifically of your most recent EU-funded programme*

**1.1 - After taking part in an EU-funded promotion programme under Regulation (EU) No 1144/2014, did you notice any of the following results? Please select all the relevant options**

- a. Increase in sales in the target market(s)
- b. Increase in competitiveness in the target market(s)
- c. Improved product recognition in the target market(s)
- d. Entry into new markets
- e. Other (please specify) *[Open field]*
- f. No noticeable impact (*note – if selected, unselects all other options*)

*Respondents who selected option a in question 1.1 will be asked question 1.2*

**1.2 - To what extent has the participation in the programme contributed to an increase in sales in the target market(s)? Please select the relevant option**

- a. A lot – it was the main reason.
- b. Somewhat – It helped, but other factors also played an important role
- c. Not much – It had only a small effect.
- d. Not at all – It did not help at all.
- e. I do not know / Not sure

*Respondents who selected option b in question 1.1 will be asked question 1.3*

**1.3 - To what extent has the participation in the programme contributed to an increase in competitiveness in the target market(s)? Please select the relevant option**

- a. A lot – it was the main reason.
- b. Somewhat – It helped, but other factors also played an important role
- c. Not much – It had only a small effect.
- d. Not at all – It did not help at all.
- e. I do not know / Not sure

*Respondents who selected option c in question 1.1 will be asked question 1.4*

**1.4 - To what extent has the participation in the programme contributed to improved product recognition in the target market(s)? Please select the relevant option**

- a. A lot – it was the main reason.
- b. Somewhat – It helped, but other factors also played an important role
- c. Not much – It had only a small effect.
- d. Not at all – It did not help at all.
- e. I do not know / Not sure

*Respondents who selected option d in question 1.1 will be asked question 1.5*

**1.5 - To what extent has the participation in the programme contributed to entry into new markets? Please select the relevant option**

- a. A lot – it was the main reason.
- b. Somewhat – It helped, but other factors also played an important role
- c. Not much – It had only a small effect.
- d. Not at all – It did not help at all.
- e. I do not know / Not sure

*Respondents who selected option e in question 1.1 will be asked question 1.6*

**1.6 - To what extent has the participation in the programme contributed to other results (as indicated)? Please select the relevant option**

- a. A lot – it was the main reason.
- b. Somewhat – It helped, but other factors also played an important role
- c. Not much – It had only a small effect.
- d. Not at all – It did not help at all.
- e. I do not know / Not sure

**1.7 - In your opinion, how much did the EU-funded promotion programme (under Regulation (EU) No 1144/2014) help consumers trust your product / EU products more? Please select the relevant option**

- a. A lot – it was the main reason.
- b. Somewhat – It helped, but other factors also played an important role
- c. Not much – It had only a small effect.
- d. Not at all – It did not help at all.
- e. I do not know / Not sure

*Respondents who selected “yes” in question A.4a OR c to A.4 will be asked questions 1.8 and 1.9*

**1.8 - To what extent you agree that the Commission’s own initiatives listed below have a positive effect?**

	Strongly agree	Agree	Disagree	Strongly disagree	Cannot say
Organisation of high-level missions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communication campaigns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participation in trade fairs and international exhibitions through EU Pavilions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information seminars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provision of technical support services to proposing organisations and companies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**1.9 - To what extent you agree that the Commission's own initiatives add value to simple and multi programmes supported under the Regulation?**

	Strongly agree	Agee	Disagree	Strongly disagree	Cannot say
Organisation of high-level missions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communication campaigns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participation in trade fairs and international exhibitions through EU Pavilions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information seminars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provision of technical support services to proposing organisations and companies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*All respondents will be asked questions 1.10 and 1.11*

**1.10 - Please provide an assessment of on the following statements on the EU's agri-food promotion policy *Please select the relevant option***

	Strongly agree	Agee	Disagree	Strongly disagree	Cannot say
It contributes to enhancing the <b>overall competitiveness</b> of the EU agri-food sector	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It increases <b>awareness of the merits</b> of EU agri-food products and of the high standards applicable to production methods in the EU	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It <b>raises the profile of EU agri-food products</b> both inside and outside the EU	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It has a positive impact on the <b>consumption</b> of EU agri-food products <b>inside the EU</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It has a positive impact on the <b>consumption</b> of EU agri-food products <b>outside the EU</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It increases <b>awareness and recognition</b> of the EU <b>quality schemes</b> among target audiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It increases the <b>market share</b> of EU agri-food products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is equipped to <b>help restoring normal market conditions</b> in the event of serious market disturbance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**1.11 - If you had to choose the most important outcome of participating in the programme, what would it be? *Please select the relevant option***

- Positively influencing the awareness of the merits of EU agri-food products and high standards of production methods in the EU
- Positively influencing the competitiveness and consumption of EU agri-food products
- Positively influencing awareness and recognition of EU quality schemes
- Positively influencing the market share of EU agri-food products in third countries.
- Contributing to restoring normal market conditions after serious market disturbance
- Other (please specify)

## Efficiency

*Respondents who selected option a in question A.4 will be asked question 2.1*

**2.1 - Thinking about both tangible results (e.g., higher sales, higher prices and/or access to new markets) and intangible ones (e.g., better brand image or higher recognition/trust from consumers), how would you rate the overall benefits of your promotion programme compared to its overall cost (i.e. both the financing provided under Regulation (EU) No 1144/2014, and the part of financing provided by the beneficiary organisation(s))?** *Please select the relevant option*

- a. The benefits were much greater than the costs.
- b. The benefits were more than the costs.
- c. The benefits and costs were about the same.
- d. The costs were more than the benefits.
- e. The costs were much greater than the benefits.
- f. I do not know / not sure

*All respondents*

**2.2 - Which of the following reasons do you think present the biggest barriers for potential applicants to participate *for multi and simple programmes*?** *Please rank up to five, in order; or select <none of the above> if you think none of these are barriers.*

- a. The selection process is too long
- b. Stakeholders do not have the resources to apply to the programmes
- c. The available budget is not sufficient
- d. Once selected, audit / administrative requirements are considered too difficult to comply with
- e. The information in the supporting documentation is not clear
- f. There is not enough awareness about the possibilities offered and the benefits of the funding
- g. The co-financing rates are not appropriate
- h. Other stakeholders / potential partners are not interested in the promotion possibilities
- i. The information in the supporting documentation is not useful
- j. There are better funding opportunities at national level
- k. None of the above

*Respondents who selected option a or b in question A.4 will be asked question 2.3*

**2.3 – How would you assess the overall application process?** *Please select the relevant option*

- a. Very easy, I did not face any problem during the application process.
- b. Rather easy, I did not experience any major problem.
- c. Challenging, I faced several problems and I needed to request help on more than one occasion.
- d. Very challenging, the problems that I encountered represented a serious barrier to my application.

*Respondents who selected option c or d in question 2.3 will be asked question 2.4*

**2.4 – Which aspects of the overall application process, if any, did you find most challenging?** *Please select the relevant option*

- a. The application was too lengthy.
- b. The application was too complex.
- c. The application was too administratively cumbersome.
- d. Other (please specify)

Only respondents who selected option a in question A.4 are asked question 2.5.

**2.5 – How would you rate the ease with which to comply with administrative requirements (including reporting and audit requirements after selection) as a beneficiary? Please select the relevant option**

- a. Very easy – I had no problems
- b. Fairly easy – I had only minor problems
- c. Standard – there were challenges, but no great than those which can be reasonably expected
- d. Fairly difficult – there were more challenges than expected
- e. Very difficult – there were major challenges creating very difficult situations

Respondents who selected d or e in question 2.5 will be asked question 2.6

**2.6 – Please briefly provide more details on the major challenges encountered**

(text box, limit 100 words)

Respondents who selected yes in question A.4a OR c to A.4 will be asked question 2.7

**2.7 - To what extent you agree that the Commission's own initiatives are a cost effective use of the promotion budget (i.e. the results are worth the money invested)**

	Strongly agree	Agee	Disagree	Strongly disagree	Cannot say
Organisation of high-level missions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communication campaigns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participation in trade fairs and international exhibitions through EU Pavilions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information seminars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provision of technical support services to proposing organisations and companies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Relevance/ EU Added value

All respondents

**3.1 - When the EU developed Regulation (EU) No 1144/2014, it had certain needs and goals in mind. How important were each of those goals for your organisation at that time?**

List of goals: helping EU farm products compete better, increasing consumer trust, or promoting EU quality labels. Please select the relevant option

- a. Very relevant – This goal matched our organisation's needs very well.
- b. Quite relevant – This goal was mostly in line with our needs.
- c. Somewhat relevant – This goal was partly related to our needs.
- d. Not relevant – This goal did not match our organisation's needs.
- e. I do not know / Not sure

**3.2 - Are there any promotional needs that remain unmet by Regulation (EU) No 1144/2014? Please select the relevant option**

- a. Yes
- b. No

Respondents who selected option a in question 3.2 will be asked question 3.3

**3.3 – Please provide some information about promotional needs that remain unmet by Regulation (EU) No 1144/2014?**

- Textbox

**3.4 - In your opinion, how well has the EU promotion funding (under Regulation (EU) No 1144/2014) responded to changes in the market and to what stakeholders like you need? Please select the relevant option**

- a. Very well – The programme adapted quickly and met our changing needs / market changes.
- b. Well – It responded to changes in the market and our needs, but not always quickly / not fully.
- c. Somewhat – It made some changes, but not enough / not quickly enough.
- d. Poorly – It did not respond to many major changes in the market or needs.
- e. Very poorly – It did not respond to any changes in the market or needs
- f. I do not know / Not sure

*Respondents who selected option a or b in question A.4 will be asked questions 3.5 and 3.6*

**3.5 - How well did the yearly Annual Work Programmes match your organisation’s promotion needs when you applied? (The Annual Work Programmes set the EU’s priorities for funding under Regulation (EU) No 1144/2014 each year.) Please select the relevant option**

- a. Very well – The priorities matched our needs closely / we could clearly identify under which priority our proposal fitted.
- b. Well – The priorities mostly matched our needs / we could broadly identify under which priority our proposal fitted.
- c. Somewhat – The match was acceptable, but not perfect / it was not entirely clear under which priority our proposal fitted.
- d. Not well – The priorities did not match our needs / we could not identify under which priority our proposal fitted.
- e. I do not know / Not sure

**3.6 - Were you able to make changes to your promotion programme to respond to changes in the market? Please select the relevant option**

- a. Yes, fully – We were able to make all needed changes.
- b. Yes, partly – We made some changes, but not all those that we wanted.
- c. No – We could not make changes to the programme.
- d. Not applicable – There were no major market changes during our programme.
- e. I do not know / Not sure

*Respondents who selected “yes” in question A.4a OR c to A.4 will be asked question 3.7*

**3.7 - To what extent you agree that the Commission's own initiatives listed below respond to current challenges and needs on the market**

	Strongly agree	Agree	Disagree	Strongly disagree	Cannot say
Organisation of high-level missions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communication campaigns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participation in trade fairs and international exhibitions through EU Pavilions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information seminars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provision of technical support services to proposing organisations and companies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*All respondents*

**3.8 - To what extent do you agree that the EU agri-food promotion policy is a relevant policy?**

*Please select the relevant option*

- a. Strongly agree
- b. Agree
- c. Disagree
- d. Strongly disagree
- e. Cannot say

*Only respondents who selected option a OR b in question A.4 are asked questions 3.9 and 3.10*

**3.9 - What were the main reasons for submitting a proposal? Please select all the relevant options**

- a. To increase awareness of the merits of EU agri-food products and the high standards of production methods within the EU
- b. To increase the competitiveness and consumption of our products within the EU
- c. To increase awareness and recognition of EU quality schemes outside the EU.
- d. To increase the market share of our products outside the EU
- e. To support the return to normal market conditions after a serious market disturbance

**3.10 - Would you consider applying again? Please select the relevant option**

- a. Yes
- b. No, because of a lack of effect of the campaigns
- c. No, because of an ineffective and costly cooperation with partners in other MS
- d. No, because I consider the system unfair
- e. No, other reason (please specify)

*All respondents*

**3.11 - To what extent do you agree that the EU's agri-food promotion policy brings added value that can be achieved only at EU-level? Please select the relevant option**

- a. Strongly agree
- b. Agree
- c. Disagree
- d. Strongly disagree
- e. Cannot say

## OUTRO

You have reached the end of the survey.

Prior to submission, you will be able to download a summary of the replies provided.

***To submit your reply, please click on the "Submit" button at the end of the page.***

We thank you for your time spent taking this survey. Your response has been recorded.

**Note: if you are aware of other suitable respondents to this survey, we would be grateful if you can forward it to them. Link: <https://survey.alchemer.eu/s3/90871913/EPRS-EU-agri-food-promotion-policy>**